

# Richmond Automobile News

## AUTOMOBILE PLANTS AT PRESIDENT'S CALL

Great Auto Industries Offered to Service of Government in Event of Emergency.

RUBBER PLANTS IN THE LIST

Without Rubber, the Submarine and Aeroplane Would Not Be Possible as Military Agencies—Spirit of Patriotism in Telegrams to Wilson.

Industries of the nation have begun to offer to President Wilson the facilities at their command, in event of war, and foremost among these offering aid to the United States government are the automobile and tire manufacturing companies.

It is interesting to note that without rubber, the submarine and aeroplane, two of the most important military agencies of modern times, would not be possible. In submarines, battery cells, separators, insulators, gaskets on doors, hatch covers, manhole covers, torpedo tube covers and valves for water gauges are made of the same composition which rubber plays an important part in aeroplanes, rubberized fabric for the wings, radiator hose, shock absorbers, axle cushions, speedometer shaft guards and tires are among the products in which rubber is indispensable.

**25,000 Men for Service.**

Offers of aid to the government from auto manufacturers have been many. Among them are the Willys-Overland Co. and Toledo, whose president, John N. Willys, wired President Wilson:

"You have my sincere and loyal support and co-operation in the present crisis on behalf of the Willys-Overland Co. and its subsidiary and allied companies, including the companies controlled by me. I desire to extend to you their various plants and organizations for the use of the government, if needed."

The Toledo plant, one of the properties controlled by Mr. Willys, occupies 103 acres of floor space and employs approximately 18,000 men. In the subsidiary and allied Willys properties there are 26,000 men employed, making a total of 55,000.

The Ford plant at Detroit, and the Cruiser Motor Car Company's plant, at Chicago, are also among the automobile manufacturing plants tendered Secretary of War Baker for the use of the government.

Keeping pace with the spirit of patriotism now sweeping the country, President H. S. Firestone, of the Firestone Tire and Rubber Company, Toledo, wired President Wilson:

"The Firestone Tire and Rubber Company offers the use of factories, organization and all facilities in any way that can be of service to the government."

**Forty-Seven Plants Offered.**

The United States Rubber Company, which controls the resources of forty-seven great rubber factories, as well as several important plantations, through its president, President Wilson, and the advisory commission of the Council of National Defense, has offered:

To the President, Washington, D. C.: "The manufacturing and distributing resources of the United States Rubber Company and its subsidiaries are at the service of the government of the United States at this time. I have so advised the Secretary of War and the Secretary of the Navy."

**UNITED STATES RUBBER CO.**

"Seventeen Plants Offered." The executive committee of the Goodrich Tire Company, in special session in New York, offered the resources of the Goodrich plant and the company's energetic co-operation in any emergency where they can be made of service to the country. The Goodrich Co. maintains 120 such stations with many thousands of employees throughout the country, and these, together with the facilities of the Goodrich touring bureau, would be of great help in event the transport of troops by auto become a necessity.

**Every Town to See a Sedan.**

Realizing that by actually showing a sample of car and by demonstrating its driving qualities, more men & women toward having this type of service than can be accomplished in any other way, officials of the Chalmers Co. has instructed each dealer and distributor to drive a Sedan through every city and town in his territory. In this way, it was felt, prospects may actually see the cars themselves instead of having to be told about them.

**Price to Buy Awarded.**

Following the tremendous advance in prices of all the important constituents used in the manufacture of motor cars, the Chalmers Motor Company has announced that an advance will be made March 1 in the price of the famous Chalmers sedan, a five-passenger car. This advance will be \$100, bringing the price of a car to \$1,250.



A Chance You Can't Afford to Miss

Very seldom indeed are real values like those offered. For remnants of early models of the Studebaker still go hand in hand with the Studebaker assurance of real value. You KNOW it will give you service. Read these important details:

**STUDEBAKER**—Series 17, a light touring, 60 h.p., 4-door station wagon less than three miles, fully equipped, \$750.

**STUDEBAKER**—Series 15, a 4 cyl., 40 h.p., 4-door sedan, fully equipped, \$600.

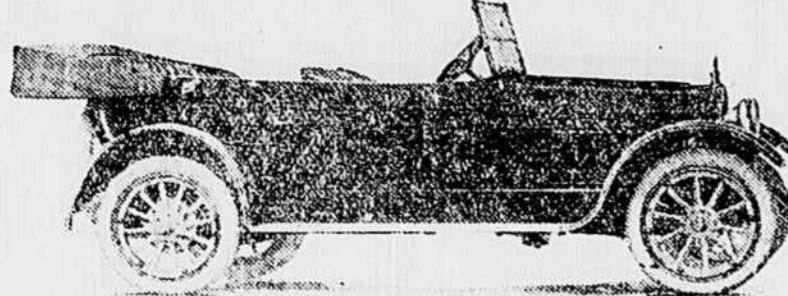
**CADILLAC**—1916, 4 cyl., 5-pass. touring, Run like new. Repainted, fully equipped, excellent condition. Very cheap.

**HUDSON**—1916 model, 5-passenger, touring, thoroughly overhauled, repainted, new tires and fully equipped. Very cheap.

**BUICK**—1915. Run only a few miles. First-class condition. Very cheap.

**Coburn Motor Sales Corporation** OF RICHMOND.

521 East Main Street.  
Phone Randolph 1040.



### Sparks From Motorland

#### Events of Week-end Automobile Row

The Lexington car has been added to the many exceptional offerings of Richmond agencies. A. T. Jennings, at the Chesterfield garage, has been appointed distributor for practically the entire State of Virginia. The Lexington "Minute-Man Six" touring car is equipped with Moore's multiple exhaust, which gives greater power than a single exhaust and uses less gasoline.

Truck Company, a concern manufacturing an attachment to convert a Ford chassis into an up-to-date truck.

The Price-Burroughs Motor Company, local distributor for the Haynes light "Six" and "Twelve," announces that it has secured the agency for the Lipper-Stewart motor trucks. The line is now on display.

#### RADIATOR FAN IMPORTANT

##### It Drives Air Back Over the Motor, Not Out Through the Radiator.

Pres. air plays a part in reducing the high temperatures of hydrocarbon vapors, and there is a common temptation to underestimate. In truth it is a factor of negligible importance in relation to the condition of the motor at the point of greatest efficiency, says the latest technical bulletin issued by the Haynes Automobile Company.

The temperature of an automobile cylinder at the time of explosion is approximately 2,000 degrees, and the heat of the motor is carried away to the water manifold is sometimes well toward the boiling point. A stoppage of air cooling, particularly in traveling through desert regions, where the atmospheric temperature is noticeably high, means immediate expansion of the metallic parts to the extent of such piston or scored cylinders.

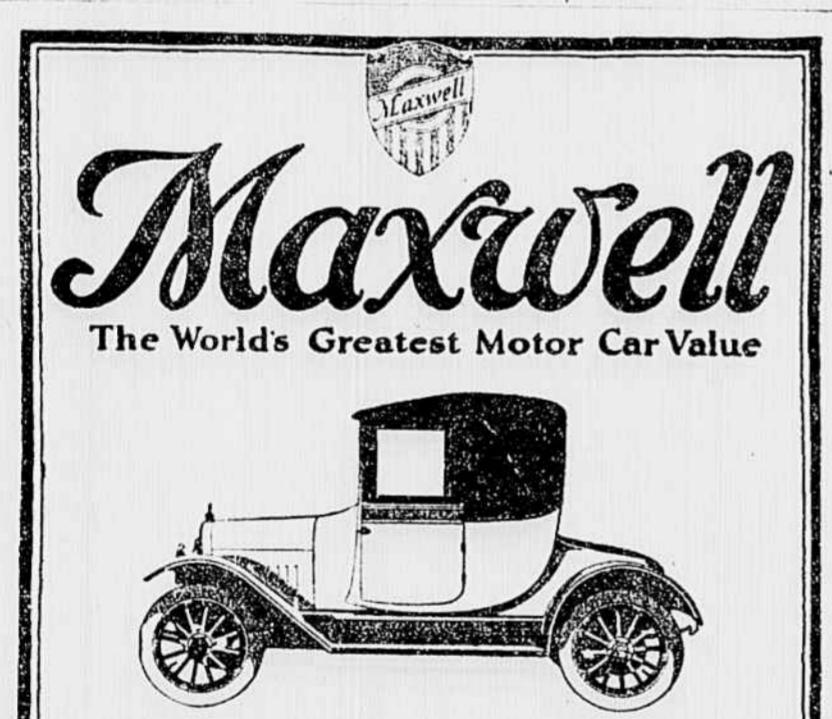
The hood of practically every motor car is backed by a row of louvers, or slits, cut along the bottom edge of the bonnet. The presence of these air passages eliminates the back pressure of warmed air on the fan and guarantees a stream of cool air over the heated water manifold.

Contrary to the idea many motorists have, the radiator fan does not drive air through the meshes of the radiator. Instead the fresh air that has already penetrated the interstices of the radiator is forced back over the heated manifolds of the motor.

The revolutions of the fan tend to create a partial vacuum in the space between the fan and the radiator. When the motor is running and the car standing still, the unwarmed air continually flows through the radiator apertures to equalize atmospheric pressure. If the motor car is moving only at low speed, the draw of air against the radiator surface is sufficient to greatly increase the amount of unwarmed air that reaches the motor and with its load of wasted heat finds its way out through the louvers.

**Edenton to Have Auditorium.**

EDENTON, N. C., February 24.—The Edenton Auditorium Company, of which W. H. Bond is president, will erect an auditorium as a civic center. The building for which the plans have already been drawn and ascended, is to cost \$25,000. Bids for the construction of this building have been advertised for.



### THE MAXWELL CABRIOLET

The ideal car for the professional man, the business man or the woman who drives.

A convertible car, easily and quickly provided with a closed or open top, depending on the weather.

The regular Maxwell chassis insures economy, reliability and easy riding qualities.

On account of the great number of these cars that we build, we are able to price them at \$865, f.o.b., Detroit.

An inspection and demonstration of the Maxwell Cabriolet will convince you of its exceptional value.

Cabriolet \$865 Town Car \$915  
Sedan \$985 Immediate delivery

**Deferred Payments If Desired**

**MAXWELL MOTOR SALES CORPORATION**

207 W. Broad St. Randolph 1622

### BANKHEAD OPTIMISTIC OF HIGHWAY FUTURE

Alabama Senator Predicts for Near Future Greatest System of Highways of World.

#### RICHMOND ON GREAT ROUTE

Intercommunicating State Post Roads Will Prove of Incalculable Benefit to States—Bankhead Highway Meeting at Birmingham in April.

WASHINGTON, February 21.—"I predict to you in the lives of the younger men now before me will be seen from ocean to ocean in the United States the greatest system of highways to be found anywhere in the world" was the prediction of Senator John H. Bankhead, recently uttered in Atlanta at a meeting of its convention bureau, held for the purpose of accelerating the building of the Bankhead Highway through the southern States.

The present Federal appropriation of \$50,000,000 is but the beginning of the work that the national government will shortly be doing in the matter of road construction," asserted the venerable chairman of the Senate Committee on Post-Offices and Post-Roads, and before the expiration of the five-year period in which money will be expended in conjunction with \$75,000,000 expended by the several States, I expect to see the Congress making appropriations of from \$40,000,000 to \$75,000,000 annually for highways roads."

**Meeting at Birmingham in April.**

In Birmingham, April 19, there will be held probably the most important gathering yet of the Bankhead Highway, for the governors of practically

all the states included in the route will give assurance of being present.

Immediately the complete route is settled upon, the Touring Information Board of the American Automobile Association with national headquarters in Washington and New York, will add the route to its strip maps, besides which the Bankhead Highway Association will construct the great road from Washington across the Southern States to Memphis, and then to whatever cities may be decided upon as the terminating point on the Pacific coast.

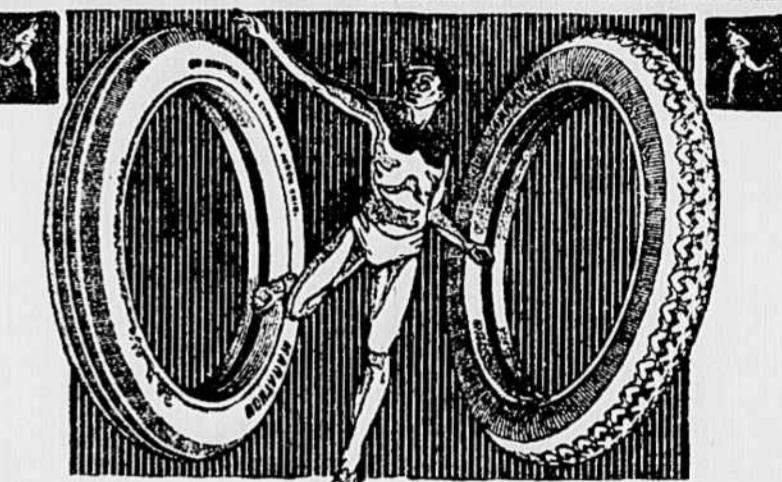
**Purchases Cartercar Plant.**

R. A. Palmer, president of the Olympia Motors Company of Pontiac, Mich., authorizes the announcement of the purchase by that company of the former Cartercar Company plant. The Olympia Co., which now occupies the group of plants constructed for the

Flanders Manufacturing Co., will take possession of the Cartercar plant April 1. This factory consists of five factory buildings, with a floor space of 225,000 square feet.

#### Road Contract Awarded.

The State Highway and Prince Anne County Commissioners have awarded to the Metcalf Construction Company of Norfolk a contract to construct ten miles of improved highway in Prince Anne County, Va., with cement clay gravel from the pits of the Cape Fear Gravel Company, located at Lillington, N. C. These roads connect with the concrete roads built by the Norfolk and Suffolk Highway, James F. Wren, president of the Metcalf Construction Company, states that the work on this contract will be started as soon as the weather will permit.



## SPEED and ENDURANCE

Built to meet the demand for Quality MARATHON Tires excel in Speed and Endurance

**SPEED**—because lively, resilient rubber absorbs irregularities of the road instead of lifting the car over them; and the Angle Tread grips the road with positive traction.

**ENDURANCE**—because MARATHONS are built the careful way, **by hand**, of the best materials that the industry knows—to give thousands of miles more service than their liberal

**5000 MILE GUARANTEE**  
**Angle Non-Skid and Runner Treads**  
**Red and Grey Inner Tubes**

**E. L. Taylor & Co., Inc.**

Sole Distributors for Virginia and North Carolina,  
1115-17 East Main Street, Richmond, Va.

**MARATHON**

H. G. THYSON, JR., Manager. W. K. EHRLICH, Service Dept.

DETROIT ELECTRICS and PHILADELPHIA DIAMOND GRID BATTERIES.

1628 West Broad Street.

Washington—Richmond—Baltimore.

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PHILADELPHIA DIAMOND GRID BATTERIES

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